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## CLAIMS

A method for detecting a watermark in content, comprising the steps of:
 utilizing only a subset of candidate counter watermark detection
 techniques for each time interval from a set of available counter watermark detection
 techniques; and

searching for a watermark utilizing one or more of said subset of candidate counter watermark detection techniques.

- 2. The method of claim 1, wherein only a second subset of said available counter watermark detection techniques is implemented in a given watermark detector.
- 3. The method of claim 1, wherein a given watermark detector is provided said subset of available counter watermark detection techniques from a larger pool of available counter watermark detection techniques.
- 4. The method of claim 2, wherein said first and second subsets of said pool of counter watermark detection techniques are the same.
- 5. The method of claim 1, wherein said selected counter watermark detection technique is selected randomly from said first subset of a pool of counter watermark detection techniques.
- 6. The method of claim 1, wherein said steps are repeated until a watermark is detected or all counter watermark detection techniques have been executed.
- 7. The method of claim 1, further comprising the step of disabling content access if a corrupted watermark is detected.
- 8. The method of claim 1, further comprising the step of enabling content access if a valid watermark is detected.

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- 9. The method of claim 1, further comprising the step of enabling content access if no watermark has been found after all available counter watermark detection techniques have been executed.
- 10. The method of claim 1, further comprising the step of restarting said search for a watermark at a beginning of each of said time intervals.
- 11. The method of claim 1, wherein said subset of a pool of counter watermark detection techniques is selected randomly from all available counter watermark detection techniques.
- 12. The method of claim 2, wherein said second subset of a pool of counter watermark detection techniques is selected randomly from the first subset of a pool of counter watermark detection techniques.
- 13. A method for detecting a watermark in content, comprising the steps of:
  randomly selecting a counter watermark detection technique from a set of
  available counter watermark detection techniques; and
  searching for a watermark utilizing said selected counter watermark
  detection technique.
- 14. The method of claim 13, wherein only a subset of said available counter watermark detection techniques is implemented in a given watermark detector.
- 15. The method of claim 13, wherein a given watermark detector is provided a subset of available counter watermark detection techniques from a larger pool of available counter watermark detection techniques.

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- 16. The method of claim 13, wherein said set of counter watermark detection techniques is selected randomly from all available counter watermark detection techniques.
- 17. The method of claim 14, wherein said subset of counter watermark detection techniques is selected randomly from the set of counter watermark detection techniques.
- 18. The method of claim 13, wherein said steps are repeated until a watermark is detected or all counter watermark detection techniques have been executed.
- 19. A system for detecting a watermark in content, comprising:

  a memory; and

  at least one processor, coupled to the memory, operative to:

  utilize only a subset of candidate counter watermark detection techniques for each time interval from a set of available counter watermark detection techniques; and search for a watermark utilizing one or more of said subset of candidate counter watermark detection techniques.
- 20. A system for detecting a watermark in content, comprising the steps of:
  a memory; and
  at least one processor, coupled to the memory, operative to:
  randomly select a counter watermark detection technique from a set of
  available counter watermark detection techniques; and
  search for a watermark utilizing said selected counter watermark detection

technique.